

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:	Confirmation No.: 3814
Craig Mowry	Date: April 25, 2007
Serial No.: 09/808,538	Group Art Unit: 3622
Filed: March 14, 2001	Examiner: Arthur D. Duran
For: A METHOD AND SYSTEM FOR COMPILING A CONSUMER-BASED ELECTRONIC DATABASE, SEARCHABLE ACCORDING TO INDIVIDUAL INTERNET USER-DEFINED MICRO-DEMOGRAPHICS	

VIA EFS-WEB

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

SUBMISSION IN ACCORDANCE WITH M.P.E.P. §713.04

Sir:

In accordance with M.P.E.P. §713.04, applicants submit the following:

(A) Brief Description of Exhibit

None.

(B) Identification of Claims

Claims 82, 83 and 84 were discussed.

(C) Identification of Prior Art

U.S. Patent Application Publication No. US 2001/0013009 to Greening,
U.S. Patent Application Publication No. US 2002/0059379 to Harvey, and
U.S. Patent Application Publication No. 2001/0032115 to Goldstein were discussed.

(D) Identification of Proposed Substantive Amendments

None.

(E) Brief Identification of Principal Arguments

The references do not teach or suggest the features defined in the claims.

(F) Indication of Pertinent Matters


None.

(G) Outcome of the Interview

The Examiner recognized that Greening does not teach or suggest applicant's claim 82 feature of "performing a second search that retrieves preference information from at least one ... [member] that corresponds to ... brand information of the first search result." This feature is defined applicant's other independent claims, as well.

THIS CORRESPONDENCE IS BEING
SUBMITTED ELECTRONICALLY THROUGH
THE PATENT AND TRADEMARK OFFICE EFS
FILING SYSTEM ON April 25, 2007.

Respectfully submitted,



Joel J. Felber
Registration No.: 59,642
OSTROLENK, FABER, GERB & SOFFEN, LLP
1180 Avenue of the Americas
New York, New York 10036-8403
Telephone: (212) 382-0700

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